

Notice of References Cited	Application/Control No. 09/716,114	Applicant(s)/Patent Under Reexamination HARNIMAN ET AL.	
	Examiner FREDA A. NELSON	Art Unit 3628	Page 1 of 2

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2010/0004978	01-2010	Pickard et al.	705/10
*	B	US-7,133,835	11-2006	Fusz et al.	705/26
*	C	US-5,717,989	02-1998	Tozzoli et al.	705/37
*	D	US-5,537,314	07-1996	Kanter, Mark W.	705/14.13
*	E	US-2009/0150256	06-2009	Pylant, Jeffrey	705/26
*	F	US-6,510,418	01-2003	Case et al.	705/26
*	G	US-2009/0292647	11-2009	PORAT et al.	705/80
*	H	US-6,578,011	06-2003	Forward, David R.	705/14.39
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*	K	US-7,263,505	08-2007	Forlai, Luigi	705/37
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
*	U	"Setting the Pace - Marketers Are Taking Motorsports in New and Different Directions; Attendance at NASCAR is Growing", November 1997, Promo, v X, n 12, p 20+, (6 pgs).
*	V	"Gift Certificates: The Flexible Incentive", Feb 1994; Incentive; Pg. GC1, (19pgs).
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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